



AGENDA

California Ripe Olive

Executive Subcommittee Meeting ZOOM /Conference Call

**NOVEMBER 10, 2021
8:30 AM**

Join Zoom Meeting

<https://us02web.zoom.us/j/81881375819>

Telephone:

Conference Call: 1-669-900-6833

Passcode: 818 8137 5819

- I. Call To Order**
 - a. Roll Call - pg. 2
 - b. Chairman's comments
 - c. Approval of November 5, 2020 Minutes (action item) - pg. 3
- II. 2022 NASS Crop Estimate (action item) - pg. 6**
- III. 2021 Export Program Update - pg. 7**
- IV. Approval of 2022 Administrative Budget (action item) - pg. 17**
- V. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget (action item) - pg. 20**
- VI. Other Business**
- VII. Adjournment**



2021-2023 Executive Subcommittee

Producer Members:

Michael Silveira- Chairman
Ed Curiel
Edward Garcia
Mark Hendrixson
Mark Heuer
Pat Ricchiuti

Handler Members:

Dennis Burreson
John Pieretti
Felix Musco
Julia Tinsley
Tim Carter



California Olive Committee
Executive Subcommittee Meeting Minutes
ZOOM/Conference Call
November 5th, 2020
8:30 a.m.

I. CALL TO ORDER

A meeting of the Executive Subcommittee was called to order by Chairman Mike Silveira at 8:31 a.m., and the following members were present:

Members

Mike Silveira
Edward Garcia
Mark Hendrixson
Pat Ricchiuti
Dennis Burreson
Janet Edwards
Felix Musco
Julia Tinsley
Tim Carter

Affiliation:

PRODUCER
PRODUCER
PRODUCER
PRODUCER
HANDLER
HANDLER
HANDLER
HANDLER
HANDLER

Others Present:

Todd Sanders	COC
Elizabeth Carranza	COC
Elise Oliver	COC
Kathie Notoro	USDA

With a majority of the Subcommittee members present, a quorum was established.

MOVED by Mark Hendrixson duly seconded by Pat Ricchiuti, and unanimously carried THAT the minutes of the November 14, 2019 Executive Subcommittee meeting be approved. (Motion 11.5.20 #1)

II. 2020 Export Program Update

Elizabeth Carranza presented a brief progress summary on the 2020 Export Program activities to date. Elizabeth noted how the COVID-19 pandemic has effected in-person program activities abroad, and the different strategies adopted to adapt to present conditions.



III. Approval of 2021 Administrative Budget

The following is the General Administration Budget for the California Olive Committee. Exports are separated.

Staff has put together a history of previous Executive Committee Budgets.

<i>FISCAL YEAR</i>	<i>2021 Proposed</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>
ADMIN	\$457,800	\$ 457,800	\$ 390,400	\$ 401,200	\$ 392,100
\$ Change	-	\$ (67,400)	\$ (10,800)	\$ 9,100	\$ (7,700)
Exports	\$173,500	\$ 173,500	\$ 173,500	\$ 186,000	\$ 121,000
\$ Change	-	-	\$ (12,500)	\$ 70,000	\$ 36,000
MAP/EMP/ATP	\$645,000**	\$ 256,264	\$ 211,000	\$ 250,000	\$ 236,000
\$ Change	\$388,736	\$ 45,264	\$ (39,000)	\$ 14,000	\$ 236,000

MOVED by Mark Hendrixson and duly seconded by Dennis Burreson, and unanimously carried THAT the Committee adopt the General Administration 2021 FY Budget totaling \$531,300 (\$357,800 G&A and \$173,500 Exports) with the recommendation to eliminate \$100,000 from the Section 8e evaluation/Contingency Fund. (Motion 11.5.20 #2)

IV. Approval of the Authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget

MOVED by Felix Musco and duly seconded by Janet Edwards, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Executive Subcommittee Budget. (Motion 11.5.20 #3)

V. Other Business

Nothing was discussed.

VI. Adjournment

Executive Subcommittee Chairman Mike Silveira adjourned the Executive Subcommittee meeting at 9:02 a.m.

I hereby certify that the above is a full, true and correct copy of the minutes of the meeting held on November 5, 2020 virtually via ZOOM/Conference Call, by the Executive Subcommittee.

Elise Oliver

Date: November 5, 2020

Elise Oliver, California Olive Committee



Summary of Motions for November 5, 2020

Motion 11.5.20 #1

APPROVED

MOVED by Mark Hendrixson duly seconded by Pat Ricchiuti, and unanimously carried **THAT** the minutes of the November 14, 2019 Executive Subcommittee meeting be approved.

Motion 11.5.20 #2

APPROVED

MOVED by Mark Hendrixson and duly seconded by Dennis Burreson, and unanimously carried **THAT** the Committee adopt the General Administration 2021 FY Budget totaling \$531,000 (\$357,000 G&A and \$173,500 Exports) with the recommendation to eliminate \$100,000 from the Section 8e evaluation/Contingency Fund.

Motion 11.5.20 #3

APPROVED

MOVED by Felix Musco and duly seconded by Janet Edwards, and unanimously carried **THAT** the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Executive Subcommittee Budget.

*****ACTION REQUIRED*****

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: 2022 NASS CROP ESTIMATE

BACKGROUND:

Every year USDA-NASS produces the annual California Table Olive Forecast which is formulated using grower surveys.

Additionally, NASS uses the number of acres by variety, to help determine their variety estimates. In 2019, the handlers elected to stop reporting their acreage numbers to the COC; as a result, NASS has continued to utilize the acreage numbers that were last reported to set the variety estimates.

In an effort to maintain the accuracy and validity of the report, NASS has asked if the handlers would feel comfortable releasing their acreage numbers directly to NASS in order to complete the 2022 crop estimate.

The logo is circular with a white background and a thin white border. It features the word "CALIFORNIA" in a bold, blue, sans-serif font at the top. Below it is a stylized olive branch with green leaves and two olives, one dark purple and one light green. Underneath the branch, the words "RIPE OLIVES" are written in a bold, black, sans-serif font. At the bottom of the circle, the phrase "ENJOYED BY FAMILIES EVERYWHERE" is written in a smaller, black, sans-serif font. The background of the entire slide is a photograph of olive trees with green leaves and some small olives.

CALIFORNIA



RIPE OLIVES

ENJOYED BY FAMILIES EVERYWHERE

EXPORT OVERVIEW

November 10, 2021

2021 JAPAN UPDATE

- Foodservice sector impacted significantly due to COVID-19
- Lockdowns continuing throughout country. Majority of professionals still working from home.
- Increased demand for low cost/convenience products
- Online and rapid delivery trending
- AEON \$500 million investment in online retail platform



2021 JAPAN UPDATE

- Retail:
 - In-store promotions
 - Gift with purchase/promotional items
 - In-store demos and tasting as part of Taste of America fair
- Digital Activities:
 - In-store demo video
 - Social media and website



2021 JAPAN UPDATE

EAT HAPPY

*おいしい。笑顔から広がる、ハッピーの連鎖!秋の、表参道イートリコモンド。



Discover Delicious! California Ripe Olives

サクサクとした食感とマイルドな味わいで、和洋中、どんな料理にもマッチ!
この秋、表参道の人気レストランも認める、
「カリフォルニアライブオリーブ」のおいしさを体験しよう。



ヘルシーでマンネリ破りの「I for You」や、ワイン好きが憧れる「W ometessando The Color Grapes」、ソビエターが多い創作和食店「Cuisine de HAILUO」、や中巻料理の名店「新選組 青山」まで、表の都心表参道ブローカーから支持される人気店のシェフたちも、「油とは違う」と大絶賛。青島知でナチュラル、カリフォルニアライブオリーブならではの味わいを感じながら、アイディアメニューが無限大で展開します。実店舗での体験で、実感を込めて買回来的ライブオリーブ。すべてんの手で収穫。美しい品質基準のもとで収穫でき、選りすぐりの熟成熟成をすることで、オリーブ本来のおいしさを最大限に発揮。しっかりとした食感とまるまるやがが噛み砕ける口どけに感動があります。さらに、オリーブオイルよりも豊富なポリフェノールを含み、ダブルアンチエイジング(表参道のシェフたちも認めています)。カリフォルニアライブオリーブ。一度味わえば、きっとあなたもファンになります。



あうちこはんに話したい!! オリジナルレシピも掲載。
カリフォルニアライブオリーブ
カリフォルニアライブオリーブ 株式会社 | www.criofoods.co.jp



- Foodservice:
 - OMOSAN Street magazine restaurant menu feature
 - Greater Tokyo area foodservice promotions



2021 SOUTHEAST ASIA UPDATE

- In-store sampling planned for early 2021, but was postponed due to COVID-19
- Consumer education priority for 2021
- Social media promotions planned for 2021
- Tradeshow cancellations/postponement



2021 SOUTHEAST ASIA UPDATE



- Exports increased by nearly 150% despite COVID-19 restrictions
- Redmart.com promotion through “USA Fair”
- World Gourmet Awards partnership & award recipient
 - Gourmet Retailer of the Year



CALIFORNIA RIPE OLIVES GOURMET RETAILER OF THE YEAR

2021 CANADA UPDATE



- Canadian Social Media Influencer event/ Digital Media Holiday Campaign planned for December 2021
- Working with FAS Canada on available joint promotion opportunities.
 - Taste USA
- GBI application with USA Pears and other cooperators for 2022.

2021 FUNDING ALLOCATIONS MAP & ATP

- **Canada**

- Trade Representation
- Tradeshow
- Social and Digital Media Promotions
- MAP allocation: \$37,200

- **Japan**

- Trade Representation
- Supermarket Tradeshow and Seminar
- Foodservice & Retail promotions
- Trade mission
- Advertising and Digital Media
- MAP allocation: \$100,000

- **Southeast Asia**

- Trade Representation
- Market Research
- Trade mission
- Retail Promotions
- ATP allocation: \$65,000

**TOTAL MAP & ATP Allocation:
\$237,100**

**Carryover from 2020:
\$34,900**

2022 UNIFIED EXPORT STRATEGY

- **Canada**

- Trade Representation
- Tradeshow
- Retail Promotions
- MAP funds: \$90,000 requested

- **Japan**

- Trade Representation
- Supermarket Tradeshow and Seminar
- Foodservice & Retail promotions
- Trade mission
- Advertising and Digital Media
- MAP funds: \$255,000 requested

- **Mexico**

- Trade Representation
- Tradeshow
- Public Relations
- Retail Promotions
- MAP funds: \$120,000 requested

- **Southeast Asia**

- Trade Representation
- Market Research
- Trade mission
- Retail Promotions
- MAP funds: \$110,000 requested

**TOTAL MAP FUNDS
REQUESTED FOR 2022:
\$575,000**



CALIFORNIA

RIPE OLIVES

ENJOYED BY FAMILIES EVERYWHERE

THANK YOU!

******* ACTION REQUIRED *******

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: APPROVAL OF 2022 ADMINISTRATIVE BUDGET

RECOMMENDATION: THAT the Committee adopt the General Administration 2022 FY Budget.

BACKGROUND: The following is the General Administration Budget for the California Olive Committee. Exports are separated.

Staff has put together a history of previous Executive Committee Budgets.

<i>FISCAL YEAR</i>	<i>2022 Proposed</i>	<i>2021</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>
ADMIN	\$340,700	\$357,800	\$457,800	\$390,400	\$401,200
\$ Change	\$(17,100)	\$(100,000)	\$(67,400)	\$(10,800)	\$9,100
Exports	\$148,000	\$173,500	\$173,500	\$173,500	\$186,000
\$ Change	\$(25,500)	-	-	\$(12,500)	\$70,000
MAP/EMP/ATP	\$638,000**	\$220,578	\$256,264	\$211,000	\$250,000
\$ Change	TBD	\$(35,686)	\$45,264	\$(39,000)	\$14,000

**This total reflects the amount of MAP funds applied for the 2022 fiscal year through USDA-FAS. The actual allocations will be announced in January 2022.

The Sub-Committee must decide:

- 1) Approval of the 2022 Fiscal Budget

FISCAL IMPACT: \$488,700 for FY 2022

GENERAL ADMINISTRATION BUDGET	Budget 2019	Budget 2020	Budget 2021	Budget 2022	Diff.
Salaries	\$ 118,000.00	\$ -	\$ -	\$ -	\$ -
Attorney/crisis communication	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ -
Audit Fee	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ -
Bookkeeper	\$ 9,500.00	\$ 10,800.00	\$ 10,800.00	\$ 10,800.00	\$ -
Accounting Service	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -
Vacation & Sick Leave Expense	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -
FICA & Medicare Expense	\$ 12,000.00	\$ -	\$ -	\$ -	\$ -
Health Insurance	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -
Disability Insurance	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -
Pension Plan Contribution	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -
Storage	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -
Telephone	\$ 5,500.00	\$ -	\$ -	\$ -	\$ -
Travel Committee	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 6,000.00	\$ (6,000)
Travel Office	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 8,000.00	\$ (7,000)
Travel Insurance	\$ 1,800.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ -
General Insurance	\$ 6,900.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ -
Insurance-members/management	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ -
Postage	\$ 7,000.00	\$ 6,000.00	\$ 6,000.00	\$ 4,500.00	\$ (1,500)
Office supplies	\$ 4,700.00	\$ 3,500.00	\$ 3,500.00	\$ 2,500.00	\$ (1,000)
Maintenance	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -
Printing - Admin	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 8,000.00	\$ (2,000)
Equipment, Software,Furniture	\$ 2,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,200.00	\$ (300)
Crop Estimate	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 7,200.00	\$ 700
Misc. Admin Expense	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ -
Education Training	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -
Crisis Communication	\$ -	\$ -	\$ -	\$ -	\$ -
California Apple Commission	\$ 90,000.00	\$ 240,000.00	\$ 240,000.00	\$ 240,000.00	\$ -
Exports/Industry Studies	\$ -	\$ -	\$ -	\$ -	\$ -
Section 8e evaluation/Contingency Fund	\$ 150,000.00	\$ 100,000.00	\$ -	\$ -	\$ -
					\$ -
TOTAL	\$ 540,400.00	\$ 457,800.00	\$ 357,800.00	\$ 340,700.00	\$ (17,100)

TOTAL FOR G&A = \$340,700
 Total for Exports = \$148,000
TOTAL = \$488,700

EXPORTS:	Budget 2019	Budget 2020	Budget 2021	Budget 2022	DIFF
Asia Logistica	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 9,000.00	\$ (3,000)
Industry Relations	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 8,000.00	\$ (4,000)
BCI	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ -
Misc.	\$ 2,500.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -
FAS/USADEC	\$ 3,000.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ -
Japan	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 12,000.00	\$ (8,000)
SE Asia	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 10,000.00	\$ 2,500
China/S. Korea	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	\$ (10,000)
Canada	\$ 3,000.00	\$ 3,000.00	\$ 11,500.00	\$ 11,500.00	\$ -
Fruit Logistica	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ -
Mexico	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -	\$ (3,000)
Management	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ -
ATP	\$ 8,500.00	\$ 8,500.00	\$ -	\$ -	\$ -
					\$ -
TOTAL	\$ 173,500.00	\$ 173,500.00	\$ 173,500.00	\$ 148,000.00	\$ (25,500)

MAP DOLLARS

CANADA	\$ 15,000.00	\$ 37,264.00	\$ 37,202.00	\$ 115,000.00
MEXICO	\$ -		\$ -	\$ 120,000.00
JAPAN	\$ 100,000.00	\$ 100,000.00	\$ 113,376.00	\$ 255,000.00
SE ASIA	\$ -		\$ -	\$ 85,000.00
TOTAL	\$ 115,000.00	\$ 137,264.00	\$ 150,578.00	\$ 575,000.00

EMP

India	\$ -	\$ -	\$ -	\$ -
China	\$ -	\$ -	\$ -	\$ -
Mexico	\$ -	\$ -	\$ -	\$ -
Canada	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ -	\$ -	\$ -	\$ -

ATP

UK	\$ 48,000.00	\$ -	\$ -	\$ -
SE ASIA	\$ 48,000.00	\$ 119,000.00	\$ 70,000.00	\$ 63,000.00
TOTAL	\$ 96,000.00	\$ 119,000.00	\$ 70,000.00	\$ 63,000.00
TOTAL MAP/EMP/ATP/TASC	\$ 211,000.00	\$ 256,264.00	\$ 220,578.00	\$ 638,000.00

MAP/EMP/ATP/TASC are all reimbursable dollars

*****ACTION REQUIRED*****

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: INTER-ITEM TRANSFERS OF THE EXECUTIVE BUDGET

RECOMMENDATION: THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Executive Budget.